

## **World’s first official True Cinnamon pass now live**

- Lanka EDB clears **historic cinnamon upgrade** effort
- ‘Pure Ceylon Cinnamon **Trade Mark live in 4 markets**’  
- *Hon. Rishad Bathiudeen (Minister of Industry and Commerce)*
- **13 Lankan firms** pass first global certification



***Hon. Rishad Bathiudeen (Minister of Industry and Commerce—at centre) surrounded by Pure Ceylon Cinnamon history making Certificate Winners and his top officials at EDB, Colombo on the eve of 07 August.***

In its efforts to expand the global reach of its historic spice, Sri Lanka has begun equipping its exporters with international licensing as insisted by global market hotspots. As a result, the historic assemblage of Lankan exporter firms officially sanctioned to use the internationally accredited ‘Pure Ceylon Cinnamon Global Certification’ was born in Colombo on the eve of 07 August. “During the last five years, Pure Ceylon Cinnamon exports have shown an increasing trend due to surging demand for it in global markets. The other good news is that the EDB has completed registration of this trade mark in the key markets of USA, EU, Peru and Colombia” said a triumphant Hon. Rishad Bathiudeen (Minister of Industry and Commerce) on 07 August in Colombo.

Hon. Rishad Bathiudeen was addressing the “Issuance of Permanent Licenses of Pure Ceylon Cinnamon Certification Mark” event held by EDB on 07 August in Colombo. Also joining Hon. Rishad Bathiudeen were Mr. Anura Siriwardene (Secretary, Ministry of Industry and Commerce), Mr. Bandula Egodage (Chairman/CEO-EDB), Mrs. Sujatha Weerakoon (DG-EDB) and Dr. Yousuf Maraikkar (ED-EDB).

13 Lankan cinnamon exporter firms that were successful in fulfilling the required criteria to win this historic certification were awarded their certifications by Hon. Rishad Bathiudeen on 07 August.

These cinnamon exporters were shortlisted in April this year from many applications received for certification, and they were promptly issued with temporary cinnamon licenses based on which they began their four month long exports enhancement process in conformity with quality standards of GMP/ISO9000, SLSI 81 Test, and ITI test reports. A technical and progress evaluation committee (which included public officials) appointed by EDB, finally confirmed these 13 firms as qualified to be licensed after continuously evaluating their incremental progress over this period. The 13 firms are A Baur & Co, Casa Canela, Devi Trading Company, Dtriangle, Food & Nature, GPDe Silva & Sons International, Intercom (Private) Ltd, International Commodity Traders, JP Products, Mohksha Limited, New Rathna Producers Cinnamon Exports, PD Romanis & Sons, and Spicing Lives.

Together, these 13 firms claim approximately one-fourth of Sri Lanka's cinnamon exports which stood at \$ 61.09 Mn in 2013.

"Let me congratulate today's successful recipients of pure Ceylon cinnamon license certification. It is thanks to the efforts of you, our committed exporters that today we are witnessing a five year high in first half exports of this year at \$5.4B which is provisional. This is a huge increase of 54% from, year 2010 first half exports of \$3.7 Billion. I am happy to note that Pure Ceylon Cinnamon plays a major role in the spice and allied product sector in terms of exports" said Hon. Rishad Bathiudeen, addressing the event, and added: "Therefore, we have to pay special attention to develop Pure Ceylon cinnamon in the international market. During the last five years our true Cinnamon exports have been seeing an increasing trend due to the high demand for it in global markets. Our major markets are USA, Mexico, Peru, and Colombia. I must mention here that spices and such products have been identified to achieve \$1B by 2020 under the committed exports vision of HE the President Mahinda Rajapaksa. The spice exports have grown steadily and even between May and June this year, this sector grew by 22% to \$49.48 Mn. We now know that Pure Ceylon Cinnamon has been developed as a global brand in the international markets thanks to the efforts of EDB. The EDB has also completed registration of trade mark in main markets such as USA, EU, Peru and Colombia. Problems have been encountered due to inferior cinnamon in international markets, coming from other countries, creating a risk of losing our international brand. Sri Lanka exports good quality products to international markets and maintains its high quality. The issuance of today's certificates therefore, is yet another focussed step to secure Sri Lanka brand in global markets."

Mr. Bandula Egodage (Chairman/CEO-EDB) addressing the event, said: "Today Ceylon Cinnamon is reaping the results of value addition efforts that we followed. And EDB is celebrating an important milestone. We welcome you to this event today not as outsiders but as a stakeholder. We need to commend the Spice Council of Sri Lanka for its efforts to enhance our spice exports."

The cinnamon exporters of 07 August were upbeat on the future prospects of their new triumph. Yaan LaBrooy (Manager- A Baur & Co) said: "We export a unique cinnamon product- the canned Cinnamon Drink. This is consumed as a hot beverage. This drink is known for its immense therapeutic benefits. Cinnamon used in 'Baur's Cinnamon Drink' is home grown and hand-picked. Ours is a new product and having started within last year, we already are seeing strong reception for it in our key markets of Singapore, Australia, Germany, and UK. This Cinnamon Certification is very useful for us and would be helpful for us specially in these four key markets to where we already see promise."

Mrs. Sujatha Weerakoon (DG-EDB), addressing the event said: "We are tying to make spices sector a billion dollar export sector by creating value additions and global branding to gain a premium price. Our very special thanks and appreciation also goes to HE the President Mahinda Rajapaksa who had initiated this global Cinnamon Branding effort in the first place. We also extend our gratitude to Hon. Minister Rishad Bathiudeen who has been extending his support and advice to EDB all the time."

## **Media**

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